

Your first step is to fill-in the required information to customize the ad for your business. Then take the radio ad template to your local radio station. They will either pre-record the ad, or have one of their radio personalities read it on the air.

Repetition is very important in radio, because it takes several airings for the listener to become familiar with your name and product or service. Frequency helps you break through the clutter. Consider running your spots at the same time every day for a week. Take a week off and then run it for another week.

To measure the results of this program, remember to ask where they heard about your service. Good luck!

Version 1 - 60 second script - Business

IS YOUR BUSINESS USING THE NEXT GENERATION OF BROADBAND? INTERNET SERVICE FROM [service provider] OFFERS YOUR HOME OR SMALL BUSINESS BROADBAND TECHNOLOGY DESIGNED BY MOTOROLA Ð A GLOBAL LEADER IN WIRELESS COMMUNICATIONS. WITH [service provider] INTERNET BROADBAND SERVICE YOUR BUSINESS WILL ENJOY [INSERT (3) SERVICE PROVIDER BENEFITS I.E. FASTER SPEEDS, A HIGHER LEVEL OF SECURITY, CUSTOMER SERVICE, LOWER PRICE]. WIRELESS BROADBAND WORKS JUST LIKE YOUR OLD BROADBAND BUT OFFERS ADVANCED APPLICATIONS AND ADDITIONAL FUNCTIONALITY. SO GET READY, BECAUSE THE NEXT GENERATION OF BROADBAND IS HERE AND YOU CAN GET IT FROM [service provider]. GIVE YOUR BUSINESS WHAT IT NEEDS TO GROW. [INSERT AN OFFER HERE: FREE MONTH,ETC..]TALK TO THE BROADBAND PROFESSIONALS AT [service provider] TODAY. CALL 800-555-1212 OR VISIT US ON THE INTERNET AT [service provider URL] . THAT NUMBER AGAIN IS 1-800-555-1212 OR [service provider URL]

Alternative Intro Lines:
Are you still on dial-up?
Take the broadband challenge!
Tired of costly T1 lines?